Home Office

RETAILING

Computer Learning Month Broadens PC Awareness

DEALERS have a great opportunity to cash in on Computer Learning Month, the second annual month-long public service/public education campaign that promotes computer literacy. Marketing plans for October's event include national advertising and public relations campaigns, contests, sweepstakes, and a computer-fair kit for retailers.

Children broaden their horizons during Computer Learning Month.

Sponsored by over 112 companies, publications, national organizations and state departments of education, its goal is to stimulate awareness of how computers can be used as learning tools at home, work and school. For more information, contact Computer Learning Month Retail Sponsor Program, P.O. Box 60967, Palo Alto, CA 94306-0967.

Verbatim Debuts Factory-Formatted Disks

VERBATIM'S DataLife high-density disks now come factory-formatted for IBM PC-AT and compatibles (machines that use DOS 3.0 and above). "Formatting can take 15 to 30 minutes per box of disks," says Mark Welland, VP, marketing and sales, for Verbatim, a subsidiary of Eastman Kodak. "Factory-formatting recovers that unproductive time."

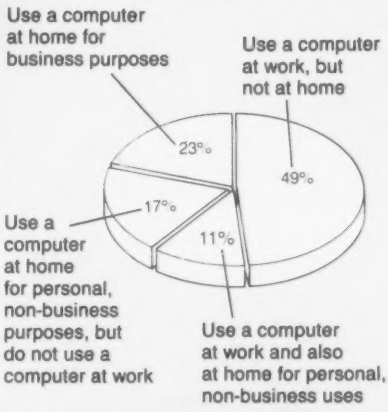
Not only is the product improvement a benefit for disk users, Welland adds, but it makes sense for Verbatim as well. "Because of the popularity of high-powered machines like the PC-AT, we expect the market for high-density disks to grow at a much faster rate than what might be expected for regular 5 ¼-inch disks," he says.

Growth of Home/Office

ACCORDING to a Fuji survey entitled *Fuji Redefines the Home Computer Market*, penetration of the personal computer into the corporate environment has seeded the growth of the home/office and home computing markets. Seventy-two percent of home/office workers also use a computer for work outside the home, suggesting a direct relationship between home and business usage.

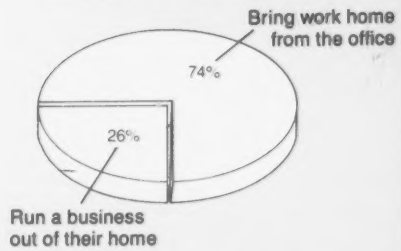
"The home market is undergoing dramatic changes, many of which are the direct result of a rapid growth in corporate computing over the past few years," said Steve Solomon, general manger of Fuji's Computer Media Division. "People who buy computers and computing supplies for their home have generally used a computer before in business. Corporate usage thus has seeded the growth of the home/office market. Having become comfortable with using a computer at work, people are willing to invest in home computing equipment in order to extend their workday or start a part- or full-time business."

The personal computer user


Use a computer at home for business purposes
Use a computer at work, but not at home
23%
49%
17%
11%
Use a computer at home for personal, non-business purposes, but do not use a computer at work
Use a computer at work and also at home for personal, non-business uses

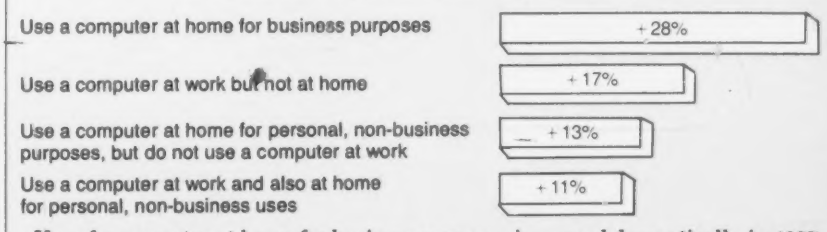
People who work at home using a computer—23 percent of the personal computer market—make up the fastest growing segment in the industry today.

The home office is making it easier to work longer hours



People use computers to extend their workdays from their homes.

Percentage growth of each segment in 1987


Use a computer at home for business purposes
+28%
Use a computer at work but not at home
+17%
Use a computer at home for personal, non-business purposes, but do not use a computer at work
+13%
Use a computer at work and also at home for personal, non-business uses
+11%

Use of a computer at home for business purposes increased dramatically in 1987.

◄Circle 46 on Info Card

SHOW IN PRINT

GE Rechargeable Batteries-The New Look

PRIME your sales power for the new look of GE's Rechargeable line of batteries and chargers.

People are taking a new look at GE Rechargeable Batteries to bring life to their radios, portable TVs, and more. With over 900 million battery-operated products, the market for rechargeable batteries is growing at better than twice the rate of the total battery market.

And GE Rechargeables can help you take advantage of this tremendous growth.

The market for rechargeable batteries is growing at better than twice the rate of the total battery market.

GE's Rechargeable line has all-new point-of-sale material.

It all starts with our new attention-grabbing packaging. It's a whole new look with an eye-catching design and captivating consumer appeal for major selling opportunities.

This new look was researched and tested in stores on display against competition. The new GE package says power, energy and quality—quickly and graphically.

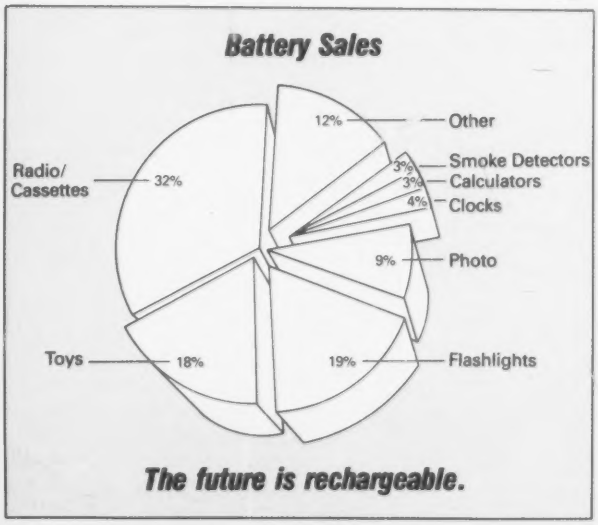
GE's Rechargeable line has all-new point-of-sale material that's nearly impossible to miss. It includes easel cards, posters, header cards, and new counter-top and floor spinners that incorporate the new graphics and design.

But GE support doesn't stop there. To help drive customers to your store, high-dollar in-ad refund offers will appear constantly throughout the year. And sparkling prime-time TV advertising and major full-color print ads will command the attention of consumers.

Plus GE will offer special promotional packages throughout the year and provide you with retail ad slicks that can be used at peak battery-buying seasons.

The new GE package says power, energy and quality—quickly and graphically.

From the AA Four-Pack, the AA Two-Pack, and the AAA Two-Pack to the C Two-Pack, the D Two-Pack, and the 9-Volt Single Pack, GE has every size your customers will need. Plus GE offers unique Four- and Eight-Position Battery Chargers for the medium-to-heavy battery users.



PEOPLE ON THE MOVE

Janice Baio named consumer electronics category manager at *Time Magazine.*

Bang & Olufsen appoints **Mark DaSilva** general manager, marketing services.

DaSilva

Sopp

Okidata appoints **William Sopp** director, non-impact printers.

Kim Yost named executive director, creative services, at New World Video.

Pioneer names **Brian Foster** zone VP, car electronics division.

Joel Shusterman appointed VP, marketing, Commodore Business Machines.

VSDA appoints **James J. Donio** director, creative services, and promotes **Raymond Gianchetti** to director, public relations and special projects.

Audio-Technica names **Eric A. Hruza** product manager, consumer products.

Andrew M. Kairey appointed VP, advertising and promotion, MCA Home Video.

Mechanick

Katz

Cobra Electronics Group/ Dynascan Corp. names **Martin Mechanick** VP, sales, and **Howard Katz**, VP, operations.

Clifford Electronics names **Richard Rukavina** VP, sales.

Rukavina

Aliber

BASF Corp. Information Systems appoints **Joanne Aliber** video product manager.

Bill Burton, executive VP of Wax Works/Video Works, elected to NAVD board of directors.

NASD elect officers: **Kent Crawford**, Kenco Services (Hialeah Gardens, FL), president; **David Borsani**, Complete Appliance (Cleveland, OH), first VP; **Gerry McCann**, McCann Electronics (Metairie, LA), second VP; and **Mary Halldorson**, Halldorson (Chico, CA), secretary/treasurer.

Sharp names **Sherman Langer** national sales manager and **Douglas Coup** product manager of Optonica Products Department.

Langer

Coup

Sears Merchandise Group appoints **William F. Lenahan**, VP/general manager, Sears Business Systems Centers.

Mark S. Beaumont named VP, marketing and product development, for consumer products division of Data East.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
June 1988 vs. June 1987
(In Units)

	June 1988	June 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,737,079	1,733,236	+ 0.2	8,766,843	8,768,844	– 0.0
Monochrome	246,473	236,415	+ 4.3	1,247,427	1,415,623	–11.9
TOTAL TV*	**1,983,552**	**1,969,651**	**+ 0.7**	**10,014,270**	**10,184,467**	**– 1.7**
Projection TV	19,347	18,316	+ 5.6	115,537	115,030	+ 0.4
Home VCR	939,066	1,019,954	– 7.9	5,096,418	5,690,707	–10.4
Camcorders**	181,343	133,532	+35.8	751,799	583,229	+28.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Ray S. Arnold joins Rangaire Corp. as national sales manager.

U-Line Corp. names VP and chief engineer **Buzz Reed** to board of directors.

Mark S. Plum named VP, sales and marketing, at Fedders.

Arnold

Bergfield

J. Hoyle Rymer resigns as president of Magic Chef; **C. Wayne Creagan** named to succeed him.

Whirlpool Corp. changes: **Jim Doan** appointed president, Whirlpool do Brasil; **Barbara Bergfield** named director, marketing research, Whirlpool Appliance Group.

Friedrich names **Harvey Derfeld** regional manager for St. Louis area and other markets.

Hitachi appoints **Thomas Huck** western regional sales manager of the appliance division.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
June, 1988

	June			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,639.0**	**4,987.6**	**– 7.0**	**24,615.8**	**25,318.5**	**– 2.8**
COOKING — TOTAL	**1,209.9**	**1,483.5**	**–18.4**	**7,334.3**	**8,323.8**	**–11.9**
Electric Ranges — Total	259.8	289.1	–10.1	1,489.0	1,633.9	– 8.9
Free Standing	209.6	229.1	– 8.5	1,193.5	1,312.5	– 9.1
Built-In	50.2	60.0	–16.3	295.5	321.4	– 8.1
Gas Ranges — Total	176.3	183.2	– 3.8	1,001.3	1,018.4	– 1.7
Free Standing	165.9	173.1	– 4.2	939.3	959.0	– 2.1
Built-In	10.4	10.2	+ 2.0	62.0	59.4	+ 4.4
Microwave Ovens/Ranges***	789.2	1,026.7	–23.1	4,933.0	5,754.8	–14.3
HOME LAUNDRY — TOTAL	**928.6**	**1,028.2**	**– 9.7**	**5,301.2**	**5,256.9**	**+ 0.8**
Automatic Washers	546.1	602.1	– 9.3	3,070.8	2,978.7	+ 3.1
Dryers — Total	382.5	426.1	–10.2	2,230.4	2,278.2	– 2.1
Electric	300.8	330.8	– 9.1	1,732.1	1,776.2	– 2.5
Gas	81.7	95.3	–14.3	498.3	502.0	– 0.7
KITCHEN CLEAN UP — TOTAL	**686.2**	**745.5**	**– 8.0**	**4,063.4**	**4,360.7**	**– 6.8**
Disposers	335.7	357.0	– 6.0	2,043.8	2,237.8	– 8.7
Dishwashers — Total	329.6	369.2	–10.7	1,902.2	2,011.1	– 5.4
Built-In	311.5	347.3	–10.3	1,777.2	1,887.8	– 5.9
Portable	18.1	21.9	–17.4	125.0	123.3	+ 1.4
Compactors	21.0	19.2	+ 9.4	117.4	111.9	+ 4.9
FOOD PRESERVATION — TOTAL	**879.8**	**956.6**	**– 8.0**	**3,946.2**	**4,006.6**	**– 1.5**
Refrigerators	753.4	820.7	– 8.2	3,338.2	3,396.5	– 1.7
Freezers — Total	126.4	136.0	– 7.1	608.0	610.1	– 0.3
Chest	68.1	77.4	–12.0	326.6	341.9	– 4.5
Upright	58.3	58.6	– 0.5	281.4	268.2	+ 4.9
HOME COMFORT — TOTAL	**934.5**	**773.8**	**+20.8**	**3,970.7**	**3,370.5**	**+17.8**
Room Air Conditioners	834.9	655.7	+27.3	3,442.0	2,829.8	+21.6
Dehumidifiers	99.6	118.1	–15.7	528.7	540.7	– 2.2

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

NOTE

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Dealerscope Merchandising

OCTOBER 1988
$7.00

The Marketing Magazine for [illegible]sumer Elect[illegible]ics and Major Appliance Retailing

[illegible]mpic-sized challenges [illegible]anufacturer's reps

How Swallens upgrades tape merchandising

Appliances: Pushing the sleek, built-in look

Staples' department store strategy

The mystery of S-VHS sales

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Promotion Art Director
PATRICIA NICHOLS
Reader Service
PHYLLIS B. PRITZ
Circulation Manager

MARTIN M. COHN
Publisher

SALES & MARKETING STAFF
BERNARD M. SCHNEYER,
President
410 Union Ave., Framingham, MA 01701
(508) 620-8770
East Coast Regl. Mgr.
LIZ BADOLATO
322 Eighth Ave., New York, NY 10001
(212) 620-7330
ANDREW J. MILLER
Associate Publisher
WILLIAM POWELL
Midwest Regl. Manager
201 E. Ogden Ave.
Suite 226
Hinsdale, IL 60521
(312) 325-9555
JOHN J. PELEGRINO
West Coast Regl. Manager
13101 Washington Blvd.,
Los Angeles, CA 90066
(213) 822-7584

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BPA

Viva Las Vegas

THE Consumer Electronics Show generally has fewer upheavals than other aspects of the business. It is made up of so many exhibitors and so many different product categories within the larger entity that it takes longer to effect substantial change.

Which is why I'm happy to report that after several less-than-spectacular shows early indications point to a new, improved and overall terrific Winter CES '89.

For one thing, we will know exactly how many retailers attend: on-site verification will debut in Las Vegas. We welcome this improvement, in as much as it was no secret that attendance figures available to show management in the past were little more than estimates and sometimes did not reflect real life on this planet.

Anyone who looks at a list of show exhibit possibilities also has to come down on the side of the optimists.

For the first time in two years, video will resume its role as the spearhead for the development of advanced consumer electronics technology. Some for instances: Sony is expected to demonstrate the first camcorder that is lighter than 1 kilogram (under 2.2 pounds), the CCD-V88, with the company's miniaturized FL drive mechanism incorporating a 1.05-inch diameter head drum. And Matsushita Electric's U.S. marketing arms can be expected to show its portable S-VHSC VCR/LCD TV with optional 2-ounce camera connected to the system that can be worn as a headband (Samurai Video, anyone?). This competitor to Sony's Video Walkman measures just 9.4-inches wide by 5.9-inches high by 3.9-inches deep and weighs 3.3 pounds.

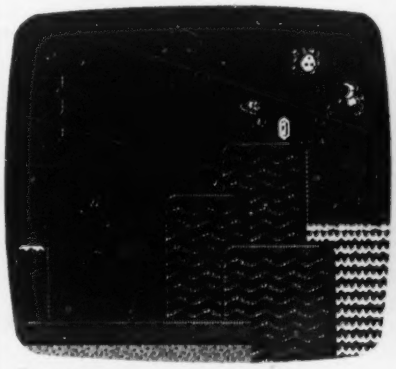
Formal introduction of the EIA home automation standard also will take place at CES with at least a dozen manufacturers participating. The HPL communications standard demonstration will include interactive control of security, TV, video, audio, cellular phones, personal computers and home comfort (thermostat) products.

Although dazzling in their engineering virtuosity, the high-tech displays at CES will be only part of the attraction of the upcoming show. As a participant in the Workshop Advisory Group I am honor-bound not to reveal details prematurely, but I can assure the reader that the workshops and panel sessions will be at once more entertaining and more informative than in the past.

Make your air transportation and hotel reservations early.

October 1988
Volume 30, No. 10

Dealerscope Merchandising



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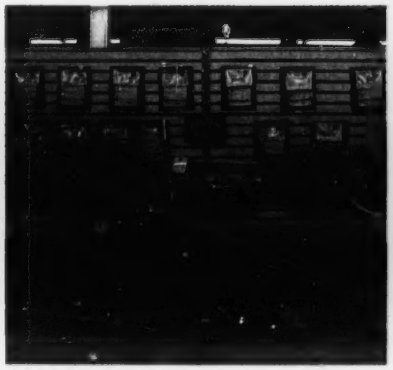

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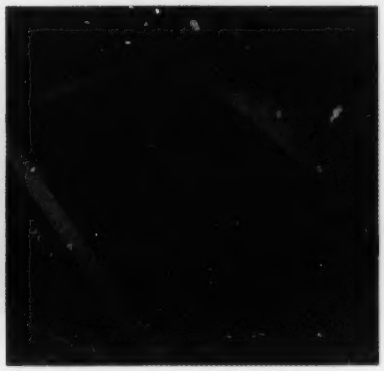

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Home Office

RETAILING

USA Today News by Fax

USA Fax revolutionizes news delivery with fax delivery of *USA Today* Decisionline news summaries.

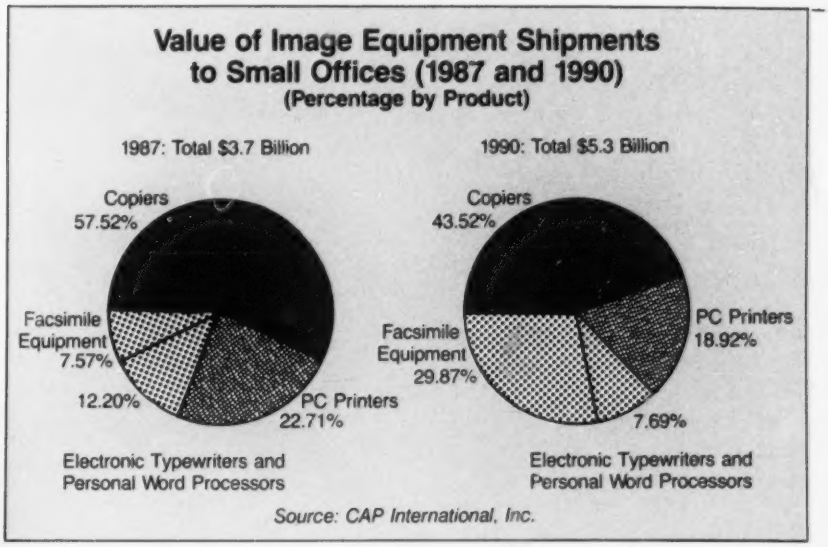
Published by Gannett New Media, Decisionline summaries are available by 9 a.m. each weekday with a choice of 18 categories, from general news to specialized business areas. Each report consists of 12 to 15 items.

Chosen from more than 1,350 entries from 29 countries, the educational videotape* Computers to the Rescue: An Easy Introduction to Personal Computing, *received a Silver Screen Award from the United States Festivals Association. The videotape, designed for first-time personal computer users, is a joint venture between Fuji Photo Film's Computer Media Division and NEC Information Systems.

Image Products Projected to Top $5.3 Billion

THE growth of small businesses and home offices is fueling sales gains in almost every office equipment product category, says research from CAP International.

The Norwell, MA-based market research firm says annual sales of image products (copiers, printers, electronic typewriters, personal word processors, and facsimile machines) to smaller offices will be increasing by about 13 percent annually, from $3.7 billion in 1987 to $5.3 billion in 1990.



Other product categories will also benefit from the growth of small offices, says Raymond Boggs, director of CAP's small business and home/office research. "Personal computers, telephone equipment and telephone services—all are vital to any small office and will account for the lion's share of small business and home/office spending."

Copier sales, although growing by just 2.9 percent annually, will continue to dominate image equipment spending. CAP found high copier penetration among small businesses, with lower ownership levels among home offices. However, both groups are potential buyers because many current owners are interested in obtaining additional machines.

Shipments of PC printers to the small business and home/office market will grow by 6.3 percent annually through 1990. The widespread use of PCs in small offices has been crucial to continued growth in printer sales.

The value of electronic typewriter and personal word processor shipments will decline by 3.2 percent annually through 1990. The decline in electronic typewriter sales will actually be greater (down by 10.9 percent), but will be moderated by the 26.7 percent annual growth of word processors.

The value of facsimile equipment shipments to the small business and home/office market will grow by 78.4 percent annually, the greatest increase of any office product. With over $280 million in 1987 revenue, the value of facsimile hardware obtained by smaller firms will approach $1.6 billion in 1990.

Sharp Copiers Score

ACCORDING to a report by Buyers Laboratory, an independent testing firm, the Sharp SF-9750's "combination of features, copy quality, performance and moderate price provides unbeatable value when compared to similar machines we tested." It offered "exemplary copy quality" and users noted that it was "a superb machine."

In another survey, two of Sharp's copiers achieved high honors from *Hanson's Guidelines*. The SF-9750 won the Gold Medal Decree and was named "recommended best buy" in the 51-60 cpm speed class. The SF-7750 won the Gold Medal Decree for the second consecutive time with its first-place showing in the 13-17 cpm speed class.

PEOPLE ON THE MOVE

Gerald Sobczak promoted to senior VP, administration and operations, Orion Home Video.

Sobczak

Brannan

Roger Brannan joins Northwestern Bell as VP, sales and marketing.

Changes at Brother: **Robert H. Reigrod** named new head of consumer products division; **Dean F. Shulman** named VP, marketing, consumer products division; and **Robert Shiff** named director of marketing, OEM division.

Nic Merks named general manager, component audio division, at Bose.

Royal Consumer Business Products names **Gary Schwartz** general manager.

Changes at Sanyo Fisher: **Bradley N. Yeager** named autosound specialist; **Ronald N. May** named product development manager; and **Chuck Davis** promoted to manager of Corporate Communications and Merchandising.

Robert D. Schindler appointed national sales and marketing manager, Video Systems Group, for Toshiba America's Consumer Products Business Sector.

Soundesign names **Ben Levy** director, R-T-A Furniture Division.

Jerry M. Henschel appointed sales manager, Western Region Home Office Group, at Panasonic.

Ted Taft joins The Learning Company as VP, marketing.

At West Coast Video: **Judi Fishman** appointed director, operations, midwest region; **Mary Lou Sledz** appointed regional manager, Chicago stores.

Kim Goryance named director, marketing, at Antenna Specialists Co.

Goryance

Iwata

Ricoh appoints **Tamotsu Iwata** president, office products division.

Thomson Consumer Electronics names **Terry R. Boyer** manager, video tape and accessories sales and marketing, distributor and special products division.

Takehiko Kataoka named president of Hitachi Sales Corp. of America and Hitachi Sales Corp. of Hawaii.

Citizen appoints **Pat Barnett** manager, video products division.

Samsung America names **Richard Leister** marketing communications manager.

Macrovision names **Eugene Eidenberg** CEO, **Kenneth W. Jonker** VP and CFO.

Donald F. Johnstone appointed managing director of N.V.Philips International's Consumer Electronics Division.

Data East appoints **Connie Freeman** marketing manager, consumer products division, and **Mark S. Beaumont** VP, marketing and product development, consumer products division.

Pete Buckles named president, Swisstel.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
July 1988 vs. July 1987
(In Units)

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TELEVISION						
Color	1,446,698	1,243,311	+16.4	10,213,541	10,012,155	+ 2.0
Monochrome	135,961	245,792	−44.7	1,383,388	1,661,415	−16.7
TOTAL TV*	**1,582,659**	**1,489,103**	**+ 6.3**	**11,596,929**	**11,673,570**	**− 0.7**
Projection TV	19,076	16,822	+13.4	134,613	131,852	+ 2.1
Home VCR	878,728	916,228	− 4.1	5,975,146	6,606,935	− 9.6
Camcorders**	180,679	116,394	+55.2	932,478	699,623	+33.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Amana Refrigeration names **Fred W. Streicher** VP, advertising and public relations.

Gerald J. Kamman named president, Maytag Corp.'s Diversified Products Division.

Fred Turner named director, marketing and sales, Roper brand appliances.

Kamman

Turner

Liguori

Taylor

Robert F. Liguori appointed executive VP and general manager of Miele Appliances.

Whirlpool Corp. appoints **James E. LeBlanc** chairman of the board, president and CEO, Whirlpool Acceptance Corp., and **Timothy M. Taylor** group controller, Whirlpool Appliance Group.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS

July, 1988

	July			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**3,986.5**	**4,138.9**	**– 3.7**	**28,602.4**	**29,471.0**	**– 2.9**
COOKING — TOTAL	**1,146.7**	**1,308.7**	**–12.4**	**8,481.0**	**9,633.2**	**–12.0**
Electric Ranges — Total	252.5	286.0	–11.7	1,741.6	1,920.5	– 9.3
Free Standing	206.1	233.0	–11.5	1,399.7	1,546.2	– 9.5
Built-In	46.4	52.9	–12.3	341.9	374.3	– 8.7
Gas Ranges — Total	162.3	163.6	– 0.8	1,163.6	1,181.9	– 1.5
Free Standing	153.0	154.8	– 1.2	1,092.4	1,113.7	– 1.9
Built-In	9.3	8.8	+ 5.7	71.3	68.2	+ 4.5
Microwave Ovens/Ranges***	746.2	875.3	–14.7	5,679.2	6,630.1	–14.3
HOME LAUNDRY — TOTAL	**787.9**	**846.9**	**– 7.0**	**6,089.2**	**6,103.8**	**– 0.2**
Automatic Washers	459.7	484.0	– 5.0	3,530.5	3,462.7	+ 2.0
Dryers — Total	328.3	362.9	– 9.5	2,558.7	2,641.1	– 3.1
Electric	254.4	281.1	– 9.5	1,986.5	2,057.3	– 3.4
Gas	73.8	81.8	– 9.8	572.2	583.8	– 2.0
KITCHEN CLEAN UP — TOTAL	**675.1**	**681.7**	**– 1.0**	**4,738.5**	**5,042.2**	**– 6.0**
Disposers	345.2	343.5	+ 0.5	2,389.0	2,581.3	– 7.4
Dishwashers — Total	312.2	321.6	– 2.9	2,214.4	2,332.4	– 5.1
Built-In	296.4	305.8	– 3.1	2,073.6	2,193.6	– 5.5
Portable	15.8	15.7	+ 0.6	140.8	138.8	+ 1.4
Compactors	17.7	16.7	+ 6.0	135.1	128.5	+ 5.1
FOOD PRESERVATION — TOTAL	**934.0**	**869.1**	**+ 7.5**	**4,880.2**	**4,879.9**	**0.0**
Refrigerators	778.4	731.8	+ 6.4	4,116.6	4,132.3	– 0.4
Freezers — Total	155.6	137.2	+13.4	763.6	747.6	+ 2.1
Chest	85.3	73.7	+15.7	411.9	415.6	– 0.9
Upright	70.3	63.6	+10.5	351.7	332.0	+ 5.9
HOME COMFORT — TOTAL	**442.8**	**432.5**	**+ 2.4**	**4,413.6**	**3,811.9**	**+15.8**
Room Air Conditioners	405.3	350.5	+15.6	3,847.3	3,189.2	+20.6
Dehumidifiers	37.6	82.0	–54.1	566.2	622.7	– 9.1

*Domestic plus export shipments: includes both U.S. produced and imported products.

**Numbers do not add because of overlapping product categories.

***Includes microwave ovens and combination microwave ovens/ranges.

Source: AHAM (Assn. of Home Appliance Manufacturers).